

10 Simple Ways to Commemorate 10 Years of National and Community Service

1. Service Projects

Plan a special service project or dedicate an existing one to commemorate the 10th anniversary. Aim to achieve a new level of success in your ongoing service projects. Dedicate a new long-term program to the 10th anniversary.

2. Ceremonies

Whether it is a swearing-in, graduation, or President's Volunteer Service Award ceremony, these events are excellent opportunities to commemorate the anniversary. Mention the anniversary in the news release, incorporate it into speakers' talking points, or simply use the tagline in the ceremony program.

3. Bring Corporation Programs Together

In many communities, there are a variety of service programs administered by the Corporation, including Senior Corps, AmeriCorps, and Learn and Serve America. Find out about the other programs in your community and talk with them about planning a joint event or activity.

4. Fundraising

Use the 10th anniversary as an opportunity to sponsor a fundraising event or drive for your national service program. Invite local community members and public officials to celebrate the 10th anniversary and recognize all the good work your program has done in the community.

5. Recruitment

When conducting regular recruitment activities, share with potential members and volunteers all the activities surrounding the anniversary. Emphasize the history of service and urge them to volunteer to serve at this special time in the Corporation's history.

6. Branding

We have developed a special tagline – *10 Years Serving America* – to commemorate the anniversary. Use the tagline and the uniquely designed look and feel of the anniversary on your Web site and other printed and electronic materials throughout the year.

7. Service Days

Dedicate one of your upcoming service days, such as Make a Difference Day or the Martin Luther King, Jr. Day of

Service, to the 10th anniversary.

Consider dedicating one day during National Volunteer Week in April to the commemoration of 10 years of service.

8. Newsletters & Websites

Place information about the 10th anniversary on your program Website and publish information in your newsletter. On the Website, use the tagline as a button to lead people to more information about the anniversary. Include interesting statistics and history. Publish articles in your newsletter that share stories of success in your community.

9. Partnerships

Encourage existing partners to celebrate the anniversary with you. Provide them with the tagline to use on their materials. Encourage them to participate in anniversary events.

10. Spread the News

Share with the media the news about the 10th anniversary. Ask the media to help you spread the word about the good work being done in your community and the many opportunities for service.

Coming Soon! 10 Years Serving America: An Online Toolkit for National & Community Service Programs

To inform us of your planned anniversary activities, stay informed of the Corporation's anniversary activities, or be notified when the toolkit is available, please send an e-mail request to anniversary@cns.gov. Be sure to include relevant contact information such as organization name and address, program contact name, phone number, and e-mail address.